MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BMK3084 – MARKETING RESEARCH

(All sections / Groups)

16 OCTOBER 2015
3:00 p.m. – 5:00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages with **SIX (6)** questions only.

2. Attempt **FIVE (5)** out of **SIX (6)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt FIVE (5) out of SIX (6) questions.

Question 1 (20 marks)

i. List and discuss the SIX (6) steps in the marketing research process.

(12 marks)

ii. Traditionally, marketing researchers were responsible for assessing information needs and providing the relevant information, whereas marketing decisions were made by the managers. Briefly explain why the roles of marketing managers and marketing researchers are changing.

(8 marks)

Question 2 (20 marks)

i. Discuss the characteristics of research questions and a hypothesis.

(10 marks)

ii. Compare and contrast between exploratory and descriptive research designs.

(10 marks)

Question 3 (20 marks)

List and discuss the FOUR (4) primary scales of measurement. Include an example of how each scale of measurement is used in marketing research.

(20 marks)

Question 4 (20 marks)

Define reliability, and list and discuss the THREE (3) popular approaches for assessing reliability.

(20 marks)

Question 5 (20 marks)

Late one afternoon, Baskin-Robbins Brand Officer Ken Kimmel's group was deep in discussion about whether to change the brand symbol at the same time stores are to be redesigned. The logo appears on napkins, cone wrappers, spoons, cups, uniforms and signs at each Baskin-Robbins store. The estimated cost for making such a change was US$5 million for Baskin-Robbins headquarters. Individual franchises would have to invest about US$10,000 for the logo change to be made inside the stores.

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The higher management stated that they are only willing to make a change to the logo only if it is absolutely necessary. It was proposed that the company study the consumers' attitudes toward the old logo and toward the new logo after showing them the drawings of the redesigned stores.

i. What is the role of marketing research in deciding whether to change the logo?
(5 marks)

ii. Define the management-decision problem confronting the Baskin-Robbins executive group and a corresponding marketing research problem and show linkages between the two.
(10 marks)

iii. Do you think Kimmel should initiate a survey? If yes, which survey method would you recommend and why?
(5 marks)

Question 6 (20 marks)

A bank loan officer wanted to inspect the association between income and the value of the car his prospective customers purchased. He selected 20 customers randomly and noted their income and the price of the car they purchased. The data are given below where both, Income and price, are in $'000.

Customer	Income	Price	Customer	Income	Price
1	70	187	11	61	162
2	61	158	12	70	197
3	85	226	13	67	174
4	67	188	14	66	178
5	70	178	15	51	119
6	84	199	16	52	125
7	68	169	17	67	162
8	67	181	18	86	218
9	77	193	19	68	178
10	60	140	20	67	160

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Output

Descriptive Statistics

	Mean	Std. Deviation	N
Price	174.60	27.103	20
Income	68.20	9.395	20

Correlations

		Price	Income
Pearson Correlation	Price	1.000	.932
	Income	.932	1.000
Sig. (1-tailed)	Price	.	.000
	Income	.000	.
N	Price	20	20
	Income	20	20

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932[a]	.868	.861	10.102

a. Predictors: (Constant), Income

b. Dependent Variable: Price

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12119.887	1	12119.887	118.763	.000[a]
	Residual	1836.913	18	102.051		
	Total	13956.800	19			

a. Predictors: (Constant), Income

b. Dependent Variable: Price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-8.733	16.974		-.515	.613	-44.394	26.927
	Income	2.688	.247	.932	10.898	.000	2.170	3.206

a. Dependent Variable: Price

i. Determine whether there is a correlation between Income and Price. Briefly justify your answer.

(4 marks)

ii. Determine the correlation coefficient, F-value and degrees of freedom.

(6 marks)

iii. Determine the relationship between Income and Price.

(10 marks)

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